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ABSTRACT

Included in this newsletter are abstracts of recent articles and books on television violence and related topics. Literature searched includes psychiatry, psychology, and communications periodicals as well as a wide range of the social science literature. Also abstracted are items from both the industrial and the lay press, and the actions of various groups concerned with television violence are reported on. The television programs to be broadcast during the 1980 fall season are also listed, along with an estimated rating of their level of violence. Two letters written by Thomas Radecki, M.D., chairman of the National Coalition on Television Violence, and a list of the board of directors of the coalition are included. (Author/LLS)

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NATIONAL COALITION ON TELEVISION VIOLENCE

by Thomas Radecki

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Nov. 79

Dear Collegue:

We in the medical community tried but have failed to stop a growing "cancer" in our society. The American Medical Association with Dr. F. J. Ingelfinger of the New England Journal of Medicine, the Surgeon General, and millions of Americans said that action was needed. The disease -- a twenty-year old, wide-spread and still growing epidemic of violence. The above all agreed on a major cause and first place to start -- to decrease the massive and continuous exposure of the American people to a culture of violence portraited on television.

Nationwide concern about television violence has been repeatedly expressed both within and outside of the medical community for many years. 93% of American physicians think we have too much according to a recent poll. However, in spite of this, the levels of violence on television remain near the all-time high.

During the mid-fifties, Congress first held hearings to look into this issue. In 1972 the U.S. Surgeon General's Report stated that, "the more violence and aggression a youngster sees on TV, regardless of his age, sex or social background, the more aggressive he is likely to be in his own attitudes and behavior. The effects are not limited to youngsters who are in some way abnormal, but rather were found in large numbers of perfectly normal children." These concludions were drawn from more than fifty studies of 10,000 children between the ages of 3 and 19.

Dr. Jesse Steinfeld, the Surgeon General, testified at the Communications Subcommittee of the Senate Commerce Committee that, "It is clear that the causal relationship between televised violence and antisocial behavior is sufficient to warrant appropriate and immediate remedial action.... There comes a time when the data are sufficient to justify action. That time has come." (1972)

In 1975 and 1976 the medical community became more aroused against TV violence with the publication of Dr. Michael Rothenburg's article in the December issue of JAMA and Dr. Anne Somers' article in the New England Journal of Medicine on April 8, 1976. 1500 physicians flooded the NEJM with letters in response.

The American Medical Association then passed a resolution in 1976 resolved that the AMA: "1. Declare its recognition of the fact that TV violence is a risk factor threatening the health and welfare of young Americans, indeed our future society. 2. Commit itself to remedial action in concert with industry, government and other interested parties. 3. Encourage all physicians, their families and their patients to actively oppose TV programs containing violence, as well as products and/or services sponsoring such programs."

Research continues to support the soundness of our position showing the problem may even be worse than originally expected. It has now clearly shown that TV violence not only has a major effect on the young, but also on the typical American adult. Dr. Roderic Gorney of UCLA reported in the February 1977 issue of the American Jounal of Psychiatry that hurtful behavior decreased by 37% for husbands who switched to watching only light entertainment or pro-social programming after only one week! This was a randomnized,

well-controlled field study of 250 middle-class, working, mostly college-educated white males -- the most scientific field study ever done.

The AMA helped to fund television monitoring of violence and its sponsors in 1976 with $25,000. What resulted was a clear listing of the shows, networks and advertisers most responsible. This brought about considerable pressure from sponsors to decrease the violence. In 1977-78 there was a 9% decrease in TV violence. This was proclaimed a rare initial victory for citizen action. Unfortunately, efforts stopped there. No real follow-up, no long-term goals, no continuing action.

In 1979 it was shown by Dr. George Gerbner of the Univ of Pennsylvania that the levels of violence had gone back up by 3% on adult and by 31% on children's TV. Meanwhile, levels of real-life violence in the U.S. continues to set all-time records. The national crime rate went down 1977-78 but rebounded with a 9% rise in the first 6 months of this year. Murder has never been at such high levels even during the Chicago of Al Capone. Spouse and child abuse are rampant. Rape and suicide have never occurred so often. Two-thirds of all assualts are occurring in the home! 64% of all murders are among family and friends.

Congress refused to take action by an 8-7 vote in the House Subcommittee for Communication of the Interstate Commerce Committee in Sept. 1977. This was the ninth congressional hearing and still no action. It appears that our only hope to bring about change is to use the one tool that has so far been found effective: the continued monitoring of TV violence and a boycott of its sponsors. The AMA recommended that we do this with our families and patients. Dr. Ingelfinger foresaw that this was the only way change was going to come. The PTA has been working hard for several years with letters and pleas with negative results.

Unfortunately monitoring and boycotting takes money. At present with the discontinuation of the AMA grant, only weak and underfunded monitoring efforts are possible. That is the reason for this appeal. It has been shown that a relatively small amount of money can have a very major effect. We need to commit ourselves, personally and financially, to this problem for a several year effort. We need a goal.

This effort will monitor both adult and child television throughout the day except for news and documentaries. It will pinpoint violent shows. It will fund a campaign teaching people to turn off violence. Most important, it will name the advertisers of violence and allow a boycott of their products. We are not opposed to any sponsors, per se, nor advertising or television necessarily. However we are strongly opposed to our excessive levels of televised violence and its sponsorship.

Our goal is a 75% decrease in all types of TV fictional violence. This is a very realistic goal. It could be reached by replacing the 22% most violent shows this year with non-violent ones. This would still be far from achieving the levels of non-violent programming found on public TV or many foreign networks(excluding their American shows). This level should also result in a clear decrease in the amounts of violence in our society.

A small monitoring project was done this Spring of prime-time TV with the National Citizens Committee for Broadcasting. Another is about to be published of the sponsors of children's TV violence done by George Washington University and the Washington Association of Television for Children(WATCh). However, only very limited funds are available to germinate a nationwide

movement. Your immediate and enduring help is greatly needed. Please join us. Your ideas and personal activism are also needed. We must work together as physicians, health and mental health professionals, and common citizens to stop this violence that is sweeping our land. Please give generously.

Sincerely,

Dr. Thomas Radecki, M.D.

WHY A BOYCOTT?

Congressional investigations and popular outcry over TV violence has been going on almost since the beginning of television. In 1954 Sen. Estes Kefauver in his investigations on the causes of juvenile delinquency fingered the television companies stating that it was an urgent problem. In 1969 Sen. Pastore arranged for the funding of $1 million worth of scientific studies in the subject which resulted in the Surgeon General's report.

More congressional studies are held almost annually to little or no avail. In 1977 the House Subcommittee on Communications decided by a slim margin to blame the parents and to block major reform proposals. Those proposals would have made available to Americans a wide variety of techniques to protect themselves from unwanted violence entering their homes. Pro-network legislators successfully blocked the action.

In early 1976 while the medical community was becoming aroused, the National Citizens Committee for Broadcasting(NCCB) was conducting its first survey of advertisers and violent shows. It used criteria that had been designed and carefully tested by Dr. George Gerbner, Dean of the Department of Communications at the University of Pennsylvania. The considerable protest by the advertisers and television networks, trying to divert attention from the results to the measures used succeeded only paritally.

That fall the AMA funded a second NCCB study using both Gerbner's and more restricted definitions of violence. The results were almost identical with either measure. Wide publicity resulted of violence advertisers. The result was dramatic. Broadcasting Magazine on Feb. 14, 1977 reported,"Networks think it's for real as advertisers scramble for antiviolence bandwagon--it's apparent things are going to change, and fast; sex may be next. Eastman Kodak, General Motors, Sears all announced antiviolence advertising policies within the last two weeks. After the AMA announced it and asked 10 big advertisers to review their policies, all announced that they were adopting or considering adopting such policies. One media executive said of the advertisers, 'I think they're for real. They don't know how they're going to do it, but they're going to. I think its going to change the nature of programing--it will take a while, but it's going to happen.'"

The Washington Post on Feb. 23, 1977 stated,"Congressional studies on TV violence go as far back as 1954 and have continued like clockwork, largely without effect. This year pressure groups have taken aim at the broadcasters' most vulnerable spot--their money belts. NCCB published a list of the most violent shows and the sponsors who advertised on them.... In a Gallup poll a majority of parents questioned said they believe there is a direct link between televised violence and rising crime in the street. One-third said they would support a boycott of sponsors. NCCB president, Nicholas Johnson, a former FCC commissioner, hasn't advocated boycotts yet. "We've been very careful about that. We haven't urged people to boycott but then, in all candor, when you publish the names of the most violent sponsors, you don't need to."

"There is evidence that the business community is not taking the boycott threat lightly. The J. Walter Thompson advertising agency, one of the nation's three largest, came out with an anti-violence warning to advertisers last June, suggesting that advertising on violent shows could be very bad public relations. This week the company published a survey of consumer opinion which indicates

heavy viewer opposition to continuing TV violence."

"'It's becoming the issue of the day.' said Gene Secunda of Thompson. 'All of our clients are sensitized to it. Nobody I know is resisting the idea.'" (Washington Post, Feb. 23, 1977)

The Wall Street Journal on April 5, 1977 said,"Companies that make products aimed mainly at men--razor blades, say or trucks--find themselves in a more delicate position. Action shows deliver just the kind of audience they're interested in--young males.... Its clear that by flexing their economic muscle, opponents of TV violence have forced changes in the content of programs. This feat--termed "unprecedented" by one network official--has far-reaching implications, not only for the networks but for advertisers and viewers as well."

Rep. Henry A. Waxman of California at the House hearings on March 2, 1977 remarked, "Rather than solve the problems of violence on television, the family viewing hour was merely a smoke screen behind which the level of televisied violence steadily increased, while the public was lulled into the belief that some action was being taken in its interest."

However, Dr. F. J. Ingelfinger, editor of the prestigious New England Journal of Medicine in the April 8, 1976 issue put it best saying,"Ironically enough, while chlordane is banned and aspirin impugned, an environmental hazard of far greater magnitude and with no redeeming benefits whatsoever (except for fattening a few pocketbooks) goes unchallenged. The hazard is the exaltation of violence on television, its victims are all our children, and the disease is a distortion of values, attitudes and morality....

"If the medical profession is truly interested in curtailing the environmental hazard of excessive TV violence, it must make sure that the voices of protest multiply geometrically.... 'An organized cry of protest' requires, by definition, organization, which in turn requires leadership and money. Doctors and their families must act as advocates and enlist not only other doctors but patients as well. Letters, as Anne Somers suggests, must bombard our representatives in Congress.

"But even such efforts may well prove insufficient, for the TV producers and the unions engaged in TV productions have the wherewithal to counter propaganda with more propaganda, and suits(here come the lawyers again) with counter-suits. Probably only one effective weapon really is available--and that is the boycott.

"The AMA, if it is really ready to fight this environmental disease, should appoint a panel that will identify the programs most notorious for their routine and persistent portrayal of violence. Once these programs have been so identified, let the list be posted in doctors' offices. The application of the boycott is then straightforward: those who believe that violence on TV must be contained will simply pledge themselves not to purchase products promoted in association with the offending programs."

Our conclusion is clear. To reach the objective of a major decrease in video violence, we must get organized and work at it for several years. The task is not going to happen by itself. The monitoring must be done. Materials must be developed and distributed.

However, the public continues to say that it is ready and willing. The economic balance sheet is heavily it the direction of success. Both the short-term good of the companies and the long-term good of the nation mean that there are few enemies. Since TV violence is no more popular than non-violence, networks probably have little to lose. We must start now and if we do, success is very likely.

The Scientific Research and Additional Comments

Recent surveys show that 93% of all American physicians think that there is too much violence on American television. They also find that the average adult female watches 24 hours per day while the average male watches 19 hours. Color TV increased watching by 11%.

Television was the favorite leisure activity of 46% of Americans in 1975 vs. 28% in 1960. Although total leisure time has increased by 11% from 1965-75, the amount of family time spent interacting decreased by 25%. Deaths due to heart disease and stroke have been declining while the fastest growing causes of death are murder, suicide, and cirrhosis. Louisville Courier Journal Jan. 29, 1978.

Murder increased by 120% is the U.S. between 1960 and 1970. The percentage by firearm increased from 55% to 67%. The President's Commission, after a review of the studies, noted the association of gun availability and crime. Television and alcohol are also implicated. Dr. Rushforth, New England Journal of Medicine, Sept. 8, 1977.

Heavy television viewers buy more guns, install more locks, and buy more watch dogs than light viewers. They have a greater distrust of the world around them. Dr. George Gerbner, Psychiatric News, June 2, 1978.

Three studies, two in Wisconsin and one in Belgium, found that juvenile delinquents in treatment cottages and a marked increase (100-600%) in violence in just one week if watching a violent movie each night as compared to watching a neutral one. All types of boys were effected whether there was a low or high baseline amount of violent behavior. Dr. L. Berkowitz, Advances in Experimental and Social Psychology, Academic Press, 1977.

Rape is 50% more common in boy viewers of TV violence in England according to a study commissioned by CBS. In studying 1500 London boys ages 12 to 17 it was also reported that television violence may also be related to the rate of murder committed. Address to the British Association for the Advancement of Sciences, Aug. 23, 1973 and reported to the U.S. House Subcommittee on Communication on Sept. 27, 1977, Congressional Record.

A study of 100 juvenile offenders commissioned by the American Broadcasting Company found that no fewer than 22 confessed to having copied criminal techniques from television. Newsweek, Feb. 21, 1977.

Homicide and suicide combined amount to the seventh most serious cause of death in the United States for all ages when years of potential life lost rather than simply the percentage of deaths are used. This means that these cause more years of lost life than bone, connective tissue, skin, and breast cancers combined. Dr. J.E. Fielding, New England J Medicine, April 8, 1976.

Heavy viewers were found to have significantly higher sense of personal risk, of law enforcement, and of mistrust and suspicion. Research suggest that violence in a humorous or fantasy context is, at least, as effective a demonstration of some of its social lessons as so-called "realistic" or serious" violence.... No association was found between violence ratings and Nielsen popularity ratings.

Television consistantly distorts and exaggerates the level of violence in the world. The odds of being involved in violence in any given week is 0.32% in the real world but 64.4% for TV characters. The percentage of all males working in law enforcement is 1% in reality but 15% on television. The percentage of violent crimes of all crimes in the real world is 10% but is 77% on TV. Only 16% of murders in the real world occur between strangers but 58% on television.

What we do know is that heavy viewers expect and perhaps will accept higher levels of violence in society as being the usual and not a terribly surprising fact of life. Dr. George Gerbner, Journal of Communications, 26: 173-199, 1976.

Television averages 42 anti-social acts each hour. Saturday morning childrens' television is persistently the most violent and most deceitful time block of programming. Physical aggression is almost twice as high on Saturday morning as for adult prime time. Boys are much more likely than girls to consume violent programming and the proportion of violent shows increases with age. Greater impact was found among older boys and those who thought TV violence to be realistic.

Prosocial viewing was found to have a counterbalancing effect. Only 10% of parents forbade television violence. Parent-child discussion helped reduce the negative impact for younger children, but not for older ones. Verbal aggression exposure leads to somewhat higher levels of yelling and making abusive comments. Dr. B Greenberg and Dr. C. Atkin, Dept. of Communications, Michigan State University, Feb. 1977.

250 husbands were randomnized into five groups, each watching 24 hours of selected television at home during one week. All were employed with an average of two years of college education. Wives, without knowing what the husbands were watching, recorded hurtful behaviors which occurred and husbands completed a violent mood scale throughout the week. The groups watching light entertainment and especially prosocial viewing experience a 25% decrease in aggressive mood and a 37% decrease in the amount of hurtful behavior around the home compared to those watching violent TV or those freely selecting shows. Dr. R. Gorney, D. Loye, G. Steele, American Journal of Psychiatry, Feb. 1977.

71% of all parents favor the proposal that all television programs with violence be shown only after 10 o'clock in the evening -- Gallup polls.

Quotes

Televised violence is a major contributing factor to violence in America, and the television industry cannot avoid its share of the blame by pointing to other factors. Rep. John M. Murphy, (NY), March 2, 1977, Congressional Record.

Youngsters see illegal hand-to-hand combat among professional athletes during the game and copy it. Carl Blyth, Secretary of NCAA Commission on Competitive Safeguards. TV sports, especially coverage of illegal activities, increases the child's repetoire of violence, he sees things he might not think of otherwise. Dr. Pierce of Harvard. Readers' Digest, July 1977.

We maintain that the burden of proof that television violence does no harm lies with those who introduce it into society. Advertisers and networks will respond, we believe, to the problem of television violence if continuous

public pressure is maintained. Dr. M. Feingold, M.D. and Dr. T. Johnson, M.D. Tufts University, Dept of Pediatrics. New England Journal of Medicine, Feb. 24, 1977.

In 1977 in response to public pressure ABC announced that it was decreasing its fall action shows from 9 to 4 and increasing comedies and family shows. Nine of the twelve most violent advertisers in the Fall 1976 NCCB study financed by the AMA announced their intention to shift their advertising away from unnecessary violence. NBC, the most violent network that year, announced that it would dramatically reduce the level of violence in its programming. I dwell on the significance and meaning of this marketplace strategy to confront the problem of television violence. Ted Carpenter, Exec. Dir., NCCB, House Subcommitt on Communications, March 2, 1977. Congressional Record.

Too much violence is showing up on British television according to a report sponsored by the English government. The study said that 89% of the American shows imported to Britain contain violence, compared to 46% of the British shows. Louisville Courier Journal, March, 25, 1977.

"I urge all parents to watch what your children watch on TV. Insist that the set be turned off or the channel changed if the show depicts violence. BE FIRM. Then write to the TV station... Send a copy of your letter to the presidents of the companies that sponsor the offending progrmas.... You wouldn't allow your child to eat garbage, would you? Why then, let him put it in his head?" Ann Landers.

TV violence is both a mental health problem and an environmental issue. TV has been quick to raise questions of social responsibility with industries which pollute the air. In my opinion, television... may be creating a more serious problem of air pollution. Dr. R.E. Palmer, President, American Medical Association 1976.

There is a rapidly growing body of evidence supporting the hypothesis that continuous exposure might lead to an emotional blunting or altered concept of the place of violence in society. We have recently completed a series of experiments that have provided data which demonstrate that exposure to TV violence can increase normal children's tolerance of real life aggression. Two studies with middle-class boys and girls randomly divided found that watching a detective movie or a Hopalong Cassidy movie caused a 67% delay im reporting violence in younger children that they were watching over videotape compared to a baseball film or no film. Ron Drabman, University of Mississippi, Dept. of Psychiatry, Journal of Clinical Child Psychology, Spring 1977.

Dr. Bandura was probably correct when he said, "In reality, the industry fears the threat of adverse publicity more than the threat of censorship, and Johnson, an outspoken FCC commissioner, was probably accurate in characterising many of the disputes in this area as more concerned with profitable speech than with free speech." Dr. Anne Somers, Rutgers University, New England J Medicine, April 8,1976.

Saturday morning shows and cartoons have been to have the lowest level of pro-social activity, expressions of affection, expressing the feeling of others or self and the highest level of anti-social acts. Television violence has been shown to be a significant cause of aggressive behavior.

Dr. Seymour Lieberman measured 10,000 children 8-13 years old before and after watching a television show. Aggression was measured by the force with which the child hit an electronic pounding board. The results were that the more physical the TV violence, the greater the tendency toward aggressive behavior. "Exposure to televised violence is capable of producing increased inclination toward aggression in children." The study was commissioned by the American Broadcasting Company. In the American Academy of Pediatrics News and Comment, Jan. 77

"Refusing to buy products advertised on violent shows, and letters and petitions of protest could influence the advertisers and networks decisions." National PTA

An infant born into a major US city today has a two percent probabilility of having his life terminated via murder. In some cities the odds are as high as 5% for male children. It means that the odds against a male infant in an American city today are worse than those faced by a young man entering the armed services in World War II. News and Comment July 74

The average American will see 80,000 humans destroyed on his television set. The average American spends more time watching TV than any other single waking activity.

Ever since 1952, congressional committees have periodically probed television and its effect on youth. Sen. Estes Kefauver's subcommittee on juvenile delinquency, for example, heard psychiatrists express grave concern over what was happening to youth. After the assassinations and widespread rioting of the 1960's, a presidential Commission on Causes and Prevention of Violence was launched under the chairmanship of Dr. Milton Eisenhower. This commission again turned attention on television. Reviewing some 55 studies of the effects of media violence on children, it concluded there were strong indications that TV presentations of violence were having harmful effects. Finally, in 1969 Sen. John Pastore and his committee called for an attempt to provide "definitive information" of the question. This led to the two-year, million-dollar research project on television and social behavior accomplished under the auspices of the US Surgeon General.

Elizabeth LaKind of Columbia Univ. in Psychology Today in 1976 reported a study finding that 50 women were found influenced by good or bad news in their decisions on a mock trial of a murderer, bad news breaking social bonds and resulting in sterner decisions. It teaches us that other people are not like us. The disruption of group ties, in turn, leads fairly logically to various selfish, distrustful, and antisocial attitudes and behavior. And all on account of some irrelevant bit of news about the human capacity for evil. Steve Holloway -- Psychology Today.

Child abuse is estimated to cause between 2000 and 5000 deaths each year in the United States (usually under 2 years of age) and 1.7 million abuse episodes. B.G. Fraser 1:459-468, Child Abuse and Neglect, 1977.

Anne Somers of Rutgers Medical School in the New England Journal of Medicine pointed out that public regulation is difficult to get therefore she urged direct pressure by consumers on stations and advertisers to have a positive effect.

One out of six couples have a physical fight at least once a year. And yes, TV violence, undoubtedly causes these to be more frequent. Remember Gorney's study found a 37% decrease in hurtful behavior around the home in just one week of switching to light entertainment or pro-social TV from the usual fare in a randomly assigned study with college-educated, married, working, white males from Southern Calif.

The Media Industry Newsletter of Feb. 6, 1978 reported that "by highlighting the roles of the network executives, advertisers and the creative community, NCCB has without doubt changed the climate surrounding the television industry ....the increased sensitivity to the violence issue is evidenced by a number of advertisers seeking violence readings before sponsoring a show." "Not so long ago, advertisers grumbled about the violence counts. Now, it seems they're willing to pay for them."

The early winter WATCh monitoring of children's TV found that Children's programming made up 4.5% of all programming on ABC and NBA, 9% on CBS due tc Captain Kangaroo on weekdays, and 42% on PBS. Thus it was basically the three hours on Saturday morning where programming for children was shown on network TV. In this programming the networks averaged 7 violent acts per hour. These were all found in 50% of the shows (excluding Captain Kangaroo). PBS had no violent acts recorded during the period studied in spite of many more programs being presented.

By an 8-7 vote in the House Subcommittee on Communications in Sept. 1977 (Congressional Records), the subcommittee backed a report advocating inaction on the TV violence question saying that it was the parents' responsibility. The minority said,"The (majority) report pointedly ignores what may be a crucial link between the structure of an industry dominated by three major networks and the violence on television...(it) refuses to recognize that there are other, affirmative regulatory actions which may be undertaken, consistent with the first amendment, to limit the amount of violence on TV."

Voting for inaction were: Lionel Van Deerlin(Calif), Charles Carney(Ohio), Martin Russo(Ill.), Thomas Luken(Ohio)--democrats-- joined by Louis Frey(Fla), Henson Moore(Louisiana), Carlos Moorhead(Calif), Marc Marks(Pennsylvania, and Sam Devine(Ohio) all Republicans. These people were specifically responsible for congressional inaction! There is little hope in 1980 either.

The seven voting for action, all democrats--John Murphy(NY), Timothy Wirth (Colo.), Ed Markey(Mass.), Albert Gore(Tenn.), Barb Mikulski(Maryland), and Henry Waxman(CA), and Harley Staggers(WV).

Dr. Bradley Greenberg and Dr. Charles Atkins of Michigan State reported in April 1978(UCLA Conference) that the dramatic increase of minority characters in TV occurred in 1967-9 with little change since. Blacks make up 9% of the characters, slightly under the % nationally.

Of greater interest was that the poor watch more TV than the middle-class and black poor even more than white poor. For teenagers this trend is even more pronounced with two studies reporting poor whites watching 39% more and poor black teens 73% more than middle-class. Remember these are the very groups with high problems with crime and aggression! Murder is the #1 cause of death for blacks between 15 and 40 years old(males).

The American Humane Association in Denver, Colorado and the Humane Society of the United States in Washington DC have recently been reported to be active in publicizing and preventing inhumane handling of animals in movies. They would seem to be interested in cutting down TV violence too since this both occurs to animals and likely increases real-life violence to animals as much as it does to humans.

Boys have been shown to chose as their favorite characters, models that are strong or tough. Girls pick models for the attributes of good looks and attractiveness. Too bad we are not shaping our nation to pick models with characteristics more in the line of interpersonal and pro-social skills, intelligence, self-improvement, etc.

Susan Franzblau and Eli Rubenstein published in 1977 in the Journal of Communications a report on Sex on TV. They found in the hours monitored a complete absence of the more controversial areas -- rape, intercourse, and homosexuality. (too bad murder and beatings weren't more viewed in the same light, at least -- actually it is a much worse human problem than the second two and rape is actually violence, not sex)

Their major finding was "that physical intimacy appeared most often in less sensuous forms than one would expect from the public criticism..." A TV Guide poll revealed 58% think that there was too much emphasis on sex. Other research has pointed out the high over-representation of attactive, young television characters in the height of sexual maturity. Good looks and attractiveness seem stressed on TV quite excessively.

A monitoring of 61 prime-time shows in 1975-76 found non-aggressive touching to occur 68 times per hour, aggressive touching(more similar to violence), 5 times per hour, kissing 4 per hour, embracing 2.7 per hour. Aggressive touching was higher in the later hours and non-aggressive in the earlier. Flirting and seductiveness were rather infrequent. Situation comedies had the highest rates except for aggressive touching which was concentrated in the crime shows which otherwise had the lowest rates of physical intimacy. Mate seeking occurred once an hour -- a fairly low frequency.
Gallup polls have found twice as many people seriously concerned about violence on TV. The area of sex appears more complex with less agreement on what is good or bad. Compared to the high frequency of intimate and unusual sex in our society, (and on the newstands and bookselves), it appears that the self-censorship of the networks has been much more successful in this area than in that on violence. This does remain an area of concern in need of more research and some change. What is the percentage of old people kissing? We finally got one show with the retarded kissing(good looking retarded). Fat people kissing? ....

Fred Leaman, a student of Gerbner at the Univ. of Pennsylvania, reported that in a study of comic books, the main themes were the foul deeds of criminals, the magic of science, and the forces of righteousness smashing criminals. 50% present miraculous transformations through drugs. Killers are 13% of the characters and virtually all stories are about power. In 54% the key to super-status is the consumption of a drug. Heroes are 67% of the drug users and are portrayed as positive, active, and violent.

In my own perusal, comics are almost devoid of sex but 75% had violence on the cover and 97% had violence in the script.

Shows of crime and law enforcement were not prevalent in the early days of television. In 1953-7 only 8% of programming was of this type. The rise came in 1957 when ABC presented the adult westerns. It was at 33% in 1958-61 and decreased to an 18% average in 1962-70. It rebounded in 1972 to 32% reaching an all time high of 39% in 1975. Since it has again decreased to the low 20's. Radio programming before TV had averaged about 4% devoted to crime shows.

Police on television are almost as violent as the criminals with 70% vs. 82% using violent methods. Police restraint in the face of violence was rare, occurring only 10% of the time.

Newspaper crime news has been a standard part of journalism from very early. However, it is said to have become more sensational in the 20's perhaps in response to competition from radio and movies. 5-15% of newspaper space is devoted to crime coverage. 16% of NBC and CBS news coverage in 1969 was devoted to crimes with an emphasis on violent ones and a low coverage of white collar crime. Sunday comics having to do with crime rose from 0% in 1900 to 16% in 1955-59 with a high of 23% in 1945-49

One can see that America's obsession with violence does not date from the wild west days but is a growing and much more recent phenomenon.

Wall Street Journal of April 5, 1977, "Companies that make products aimed mainly at men--razor blades, say or trucks-- find themselves in a more delicate position. Action shows deliver just the kind of audience they're interested in, young males....Its clear that by flexing their economic muscle, opponents of TV violence have forced changes in the content of programs. This feat -- termed"unprecedented" by one network official--has far-reaching implications, not only for the networks but for advertisers and viewers as well."

NCCB Access --"NCCB is the national, nonprofit, tax exempt organization that was formed to represent the public in broadcasting -- so that people like yourself could have a strong voice in determining what is shown on television. Since it was formed in 1974, one issue has dominated the mail that has poured into the NCCB office--Violence on television."

School violence was up 58% in 1970-74 with a stable or declining population! Sex offenses up 62%, drug crimes up 81%, robbery up 117%. Juvenile crime in general increased 245% in the 10 years of 1967-77 (the first of the post-war baby boom was already 21 years old in 1971 so only about half of the increase was due to a simple increase in numbers).

Gallup poll Feb. 1977 -- 70% vs 26% think TV violence is related to the increase in crime rate but the majority oppose a total elimination of violence (35% favored a total elimination and 58% opposed). However 71%(vs 25%) favored a total elimination of violence before 10 PM and 35% favored a boycott.
An NBC poll found 70% thinking that TV violence causes real violence and 72% thinking that we have excessive violence on our TV's

Parental control is unlikely to work since research finds kids influence the parents more than vice-versa. But then mistaken notions that parents are more aware of violence than kids is not totally warrented. Eli Rubenstein's review of Evelyn Kaye's book in the Journal of Communications, Summer, 1975.

Brabman and Thomas reported in the March, 1976 Pediatrics that apathy increased due to TV.

Lefkowitz 10 year follow-up of 3rd graders found TV violence to have a positive and significant effect on boys and that it was the best single predictor of future aggressive behavior accounting for 12% of the variance.
McLeod and Atkins found that TV violence viewing was more important in determining the violence levels one year later in adolescents than their amount of,violence at the start of the study. Both studies in Comstock and Rubenstein's government report of Surgeon Generals study, 1972

Diane Blackmore of Northbrook, Ill studied 60 parochial school 4th graders who were divided into two groups and watched either a movie on chairs or on gang-fighting. They were then told to imagine that they were baby-sitting on their baby sister and were given dolls and paddles and told that the baby sister had been bad. The difference in the number of wacks administrered to the dolls was 54 after the non-violent movie as opposed to 332 after the violent one. The difference of 600% is a typical one for studies using normal children and measured immediately after the event with a sensitive measure. Lefkowitz found a similar 600% increase in juveniles not normally delinquent in a home for boys after watching violent movies each night.

Home violence between siblings is a very common and serious problem in America.

William Belson of London School of Economics recently released a book "TV violence and the Adolescent Boy" by Lexington Books, 1979. It reports on a $300,000 study funded by CBS involving 1600 boys. "The evidence is very strongly supportive of the hypothesis that TV violence increases the degree to which boys engage in serious violence." He reports that increases even in murder and rape are probably related to TV violence.

Dr. Belson reports that 5 types of violence are the most potent: A)occur in the context of close personal relationships B)gratuitous violence, C) very realistic representations, D)done by good characters for just causes E)westerns.

He says,"Steps should be taken as soon as possible to achieve a substantial reduction in the total amount of violence on television." He reports that the British are alarmed and await US reaction since most of the violent programming shown there is produced here. -- ACT Spring 1979

Whether viewing football affects people at all adversely is still unknown. However, that professional football and other football is frequently violent is certain. An average of 28 deaths a year occur on the football fields in America. As a job, football is many times more dangerous than coal-mining. In 1979 20% of NFL players were disabled for the season & 20% for a game.

Dr. Lee Johnson of the Univ of California in San Diego reports that 67% of the NFL defensive backs use amphetamines regularly. Alex Karras says, "I had a license to kill for 60 minutes a week. It was like going totally insame....Most linemen play it like that and most of them are very tough and sadistic. In fact, the best linemen were all sadistic."

Death Race, an arcade machine by Exidy was the fastest selling amusement in 1976. In it the player attempts to kill pedestrians. Indeed a recent survey that I did myself in the St. Louis airport found that half of all machines had a violent picture theme. Of the machines where the player did something other than the standard pin-ball(half the machines), 50% had the player engage in the actual steps of destroying human beings. Most of these games involved shotting humans or human-like images. Several had to do with glamourizing reckless driving. It was frightening to see dozens of people getting practice at aiming and shooting at people and imagining themselves killing others.

"It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount." the US Supreme Court in the "Red Lion Case", 1969.

Jan. Meeting of the Television Violence Action Group will be on Jan. 18th at 12:30 starting with a luncheon at 1530 P Street, NW, Wash. DC 20005 being coordinated by Ms. Sally Steinland of NCCB. There should be 8-12 people representing media activist groups, researchers, medicine, churches, legal, and organizational-direct mail consultants.

The Institute of Communications Research in Champaign, Illinois is near me here in Decatur. Dr. Thomas Guback has expressed support and interest. He says that his research is strongly in the industrial structure of the film industry. He suggests that he could help in data in international distribution of film and television materials. He also says that he has a number of international contacts that may be very interested in our activities. He also suggests working with contacts at UNESCO on this issue.

Ellen Wartella, the TV violence researcher from Ohio State, has now moved to Champaign with the Institute. I hope that we can involve her with us especially for the Illinois effort.

Hollywood Movies are the source of a large percentage of television violence. Five of the fourteen top moneymakers of the 70's could be considered as very high violence movies. However, a marked decrease of television violence could have a strong effect on the movie industry. This is because television networks are now paying $5 million and up for moderately successful films. This is very significant since it costs $6million to make the average movie and another $6million to launch it in advertising costs. Thus if violent films lose $5 million in potential revenues, it is obvious that Hollywood would make every effort to get us to change our tastes so that high profit margins could be maintained. (figures from AP on Dec. 23, 1979)

Most popular shows for the 70's were again non-violent and often pro-social. All in the Family clearly won being number one for five of the ten years. Laverne & Shirley was #1 for two years. Marcus Welby, Happy Days, and Rowan & Martin's Laugh-In one year each. (AP, Dec. 23, 1979)

This means that violence is not that popular but it often is used as a method of selecting various segments of the viewing public so that viewers won't be watching ads not meant for them.

Soap operas were the topic of the Dec. 25th McNeil-Lehrer Report. There was a large diversity of opinion on the area. Two panelists thought that they had a definite effect on people but did not know what it was. No one mentioned any research of this type or of any type. Ms. Rose Goldsen, a Sociology professor at Cornell, took the position that TV is very powerful. She stated th attention is sold as a commodity -- a way to sell products. She noted that 20 of the 37 weekly soaps are actually made by soap companies. Her objections to them were that they trivialize intense human emotion. This in her view was a side-effect of trying to heighten attention around the five pause points for ads. She was also worried that they portraited the concerns of an elite segment of society -- those college educated and near the TV and writers community without a broader recognition of other concerns.

Dr. Nicholas Zill, psychologist, of Temple University's Institutue for Survey Research reported on a study of 2200 children 7-11 years old funded by the Foundation for Child Development. He reported that a quarter of children felt afraid of "TV programs where people fight and shoot guns". Heavy watchers were twice as likely to feel "scared often". The national sample was carefully chosen to represent all segments of society.

Dr. Zill said that the survey reinforced the belief that television violence should be cut down in some "big way", not just with a "family hour or Sesame Street". He said that the FCC was a "disaster area" in its regulation of television.

Television viewing up for eleven months in a row. High rate ever with a increase over 1978 of 2% in first quarter, 5% in second, 6% in third, and 13% thus ar in fourth. Also the stocks of many cable companies are up by big margins. Broadcasting, Dec. 24th.

Annenburg's 1978-79 violence index shows prime time violence went back up 3% in 78-79 after the 77-78 decrease which had been attributed to the threat of the TV boycott and the letters of many in late 76 and early 77. Prime-time went up 3% and children's programming became 31% more violent! The rate was 25.0 violent acts per hour or 5 times the prime-time rate. (Gerbner, himself, unfortunately underrates the amount of violence caused by television talking of the "one or two in a thousand who might imitate violence and threaten society." Looking at the data from Gorney, Berkowitz, and Belson studies these estimates appear far below the actual levels.-- my comment) George Gerbner, J Communications, Summer 79.

Supreme Court refused to block the new Texas law that regulates the showing of obscene films. Penulties are up to 10 years in jail. Variety 12/26/79

Share-holder action in 1977 against companies pin-pointed by the NCCB TV violence monitoring project as being major violence advertisers was highly successful. Eight out of nine companies were reported to have settled before the general share-holder meeting according to Stewart Hoover of the Church of the Brethern.

The National Coalition on Television Violence was formed on February 1, 1980 after a series of meetings of many involved in previous actions against television violence with others organizations. This is the first organization to have the reduction of TV violence as its primary objective. The goal of a 75% reduction was reached as a compromise between opinion polls which say that the public wants a large decrease but not a total elimination and the British experience. England already has 50% less violence on TV than the United States and yet William Belson's research shows that it is the number one cause of violence in his study of London adolescents.

Christians and boycotts. Boycotts can be an effective strategy for achieving social change. "Should Christians originate or participate in a strategy that utilizes force, albeit non-violent force? -- the answer is 'yes' and it centers on the Christian concern for justice, on our mandate to seek justice," so says the United Methodist Church in the September 1979 edition of "engage/social action".

Germany -- The Frankfurter Allgemeine Zeitung, one of the largest and most influential newspapers in West Germany ran an article on Dec. 11, 1977 entitled "Call for ban on TV violence and sadism". This call was made by the Aktion Jugendschutz of North Rhine-Westphalia. The three programs mentioned by name were Kojak, Bonanza, and Gunsmoke. It says that TV violence has made German youth more insensitivie and emotionally cold. It also faults violence on radio, the press and in comic strips. It notes an 80% rise in youth crimes since 1950. (That's bad but not near as bad as in the United States.)

98% of Americans have televisions

A poll by the J. Walter Thompson advertising firm in 1977 found that 10% considered not buying a product because a product because of boycott fervor at that time over TV violence. 8% said that they actually didn't buy a product.

The bloodletting in "The Godfather" on TV was as graphic and gory as Hollywood can come with...blood spurting from the bullet hole in one victim's forehead ...another with so many machine gun holes he ended up lookind like a peg board... But since networks don't make the movies, they somehow think that lets them off the hook...the networks are talking out of both sides of their mouths about violence. Tom Dorsey. TV Critic of the Louisville Courier-Journal

Serious Violence was much more common than often thought according to William Belson's study of 2000 London boys 12-17 in a stratified random sample. 46% committed at least one act in six months and 12% committed 10 or more. The definition of serious started with such behaviors as "knocking another boy off his bike as he rode past","cut a boy's thumb with a knife during a school fight", deliberately dropped a lit cigarette into a shopper's bag", "slashed several car tires", etc. He reports that his study found a very strong supportive evidence for the hypothesis that high exposure to television violence increases the degree to which boys engage in serious violence.

Sporting shows(excluding boxing and wrestling) were not found in his study to be associated with violent behavior. It is clear that his study picked up only major trends though.

The hypothesis that violent comics, violent films, and newspaper violence increases boys' involvement in violence was supported to a large degree. However, this result is not conclusive since violent boys much preferred these items and the study could not totally factor out this connection. Films and comics appeared clearly worse than newspapers in being related to serious violence. William Belson, PhD, London School of Economics "Television violence and the adolescent boy" Saxon House Press, 1978.

Revenues of the top 100 broadcasting companies were up by 18% and profits up by 35% for the year ending Sept. 30, 1979. Broadcasting 1/7/80

British TV has half the rate of TV violence as American TV. Even then much of the violence is American imports. Communications and Society, Douglas Cater, March 1972 and Stephen Strickland

The Eisenhower Commission report is 1969 said,"It is reasonable to conclude that a constant diet of violent behavior on television has an adverse effect of human character and attitudes. Violence on television encourages violent forms of behavior, and fosters moral and social values about violence in daily life which are unacceptable in a civilized society....It is a matter of grave concern. Dr. Milton Eisenhower.

A recently published book by an NFL football defensive back admits to a pattern of continuous violence during play. He reports the owner telling him that he wasn't hitting hard enough,"telling me that I was paid to be a war head, and anyone who came near me should get knocked into hell." A receiver was lying on the ground "moaning for his mama while I stood over him and issued another warning about coming into my area and getting hurt." And still another passage from the book,"I had another knockout, and maybe this time I had even killed a man." in "They Call Me Assassin" 1979. The lawyer for a player paralyzed for life by the author is asking that he be banned from football. But from reports of other players and studies of amphetamine abuse in the majority of players, football seems to have become much more violent than 20 years ago. AP 1/12/80

TV's young, white, male bias is again pointed out in a recently released 10-year study by the Annenburg School of Communication. An analysis of 17,000 TV characters found that TV reinforces the stereotype that women should stay home, and that men are emotionally better suited for careers and politics. Men appear three times more often on TV in general and five times more on weekends. People over 65 are on TV only 2.2% of the time although they are 11% of the population. The under 19 year olds are one-third of our nation but make up only 10% of the TV characters. Dr. George Gerbner and Dr. Nancy Signorielli. Univ. Penn.

Women Against Violence Against Women won a major victory by pressuring Warner Communications record company to proclaiming at a recent press conference that WCI "opposes the depiction of violence, against women or men, on album covers and in related promotional material." With WAVAW at the press conference were the YWCA, the Rape Alliance, and the Coalition on Battered Women.

This came about due to the Rolling Stone album cover in 1976 portraying a battered and bruised woman smiling. Success in this campaign is the result of a 2½ year boycott of WCI record labels. National NOW Times News. 1/80

Women Against Pornography got more than 5,000 to march in New York recently to the Times Square area. One of their leaders defined pornography as "the product of women hatred, marked by cruelty or violence and shouldn't be confused with erotica, which is rooted in the idea of free will and love."

Although there is disagreement in our nation on the subject of erotica, this hard-core pornography is opposed by the vast majority of Americans. It is more common than you think. If you can find a copy of Playboy or another similar magazine, you will find in almost every issue several sadistic cartoons and pictures and stories glorifying hard-core pornography. 1/80

Wall Street Journal reported on 4/5/77 during the height of the citizen activity against TV violence with the AMA and PTA threatening to boycott that the Young & Rubicam advertising spokesman said that violence programs were difficult to sell to advertisers at that time. "You usually fill up the time but it may be at distress prices"

The National PTA put the networks on "probation" until Dec. 1977 and promised if programming didn't improve, to undertake boycotts or lawsuits. April 15, 1977

Rape has been increasing as have all crimes since 1960. Throughout the 60's the rate of increase was high and in the 70's the increase has continued at a slower rate. Studies show that 53% are reported and of every 100 reported, 51 arrests are made, resulting in 16 convictions with another 4 convictions for lesser charges. Few are put on probation. Rapes increased by 203% between 1960 and 1977 with 63,000 reported per year.

Rapes are highest amongst 16-20 year olds and the poor. The rates for black men are 12 times higher than whites. For all crime, the rates for blacks are 11 times higher. Black women are rape victims 12 times more often since rape is usually an intraracial crime(90%). The frequency of rape, its increase, and the areas involved are closely correlated with the rates of violence in general. 82% live within 5 blocks of the victim, only 42% are complete strangers, 70% are premeditated and 43% have more than one man present

In 1977 the rate of rape was 29.1/100,000 per year(or occurring to 1 in 12 women during their lifetimes). TV violence is mentioned as a partial cause in the opinions of some in the field. Judith Rubkin, American Journal of Orthopsychiatry, Oct. 1979

Child Abuse is estimated to occur in 500,000 household per year according to community surveys and using a popular understanding of the term. 84-97% of parents use physical punishment. 700 children under 15 were murdered by parents in 1967. 3% of families admitted to kicking, biting, or hitting their child in the past year. Over 3% admitted to threatening their children with a knife or a gun at some time in the past.

Mothers had actually committed somewhat more violence than fathers. Sons were the victims slightly more often. Violent "punishment" decreases with the age of the child. It is most common in the lowest socia-economic classes. Dr. Richard J. Gelles, PhD, Rhode Island Univ. Amer. J. of Orthopsychiatry, Oct., 1979

Other estimates of child abuse are still higher. Dr. BG Fraser estimates that other 2000 are killed each year at present.

NFL Football had 20% of its players disabled due to injuries by the end of this season. Another 20% missed at least one game due to injury this year. "No doubt it's a violent game." millions of young boys are taught to play often by coaches from PeeWee on who push them to aggression, to think of the opposing team as not being human, to teach them the killer attitude.

Drug abuse by players was admitted--pep pills and bennies. Some improvement of a small scale has occurred in the last few years banning the most vicious tackling. (But the violence goes on and appears much more violent with much less sportsmanship than in the 1950's before television--Editor). "Cheering violent men for their violence only makes them more violent", the words of a paralyzed ex-football player. 60 Minutes, 1/13/80

Football from high school upward is approximately 200 times more dangerous than coal mining--a statistic I once heard.

Public Television is doing considerably better than commercial TV in opinion polls. Viewers rated commercial TV as uninformative, 21% against only 4% saying public TV was not informative. Commercial TV got bad marks for bad taste, 35% vs 4% for public. Commercial TV was alfo found more simple-minded, 48% vs 9%. Public TV was made more competitive by starting and stopping programs at the same hour as other channels. Commercial TV's rating were two-to-three times worse than 20 years ago. Associated Press 1/15/80

Britain's Film Examining Board is being set up by new legislation in response to a study by Prof. Bernard Williams of Cambridge University and a 13 member panel. It examined pornography and was shocked by the extreme violence contained in what they saw. This replaces the industry's "British Board of Film Censors"(who were apparently not doing their job). There will be no right of appeal to the courts of the boards decisions. It again appears to be the violence in pornography that most defines it.

Also reports come from England of new weapons turning up in the schools and soccor stadiums because of films. Shortly after "Enter the Dragon" with Bruce Lee was released, chain-stick weapons started to be reported and turned into the London

police. Metal disks with razor-sharp edges were also copied by local soccer fans for use as missiles from yet another movie. Variety 1/9/80.

British law protects kids and animals according to a Variety article(1/9/80). They forbid the use of children under 16 in pornography and of cruel treatment of animals in making movies. Nudity of children in films is acceptable but not in a sexual context. Two shots of "Pretty Baby" with 12-year-old Brooke Shields had to be cut. The German movie "The Tin Drum" has been shown yet because of child sexual activity. Cuts were made in "Taxi Driver" and "Night Hari Child".

Network Profits set another record breaking the $4 billion barrier--4.2 billion for 1979. ABC $1.7B, CBS $1.5B, NBC $1.4B. Variety 1/9/80.

Public Television gets high ratings in poll of public satisfaction. It also attracts one-seventh of the median weekly viewing time of commercial TV. This means one of eight viewers is watching public. (This is dollar for dollar spent better than any network!) Broadcasting 1/14/80

Media treatment of women according to 1,041 interviews in a study by the Newspaper Advertising Bureau found that more women approve than disapprove of the way newspaper articles depict their sex, while the reverse is true with respect to TV programs and commercials. Broadcasting 1/14/80

Auto theft is soaring in 1979 with a 13% increase in spite of a stable economy. This costs consumers 4 Billion dollars a year with a million cars stolen. Everyone pays since most of the cost is covered by insurance and spread to all of us through higher premiums. U.S. News & World Report 12/10/79.

Editor--I have no doubt that TV violence agains plays a role in this both through modelling and also by portraiting a mean world where morals mean little or nothing. I'm old enough to remember the 50's when you could walk the streets at night without fear, you didn't lock your door and the only danger of leaving your keys in the car was that some neighborhood kid would drive it around the block. And that was in a big city.

Gun Control decreases suicides according to a study by Dr. David Lester PhD. He studied the laws of all fifty states and the suicide rates and found a lower suicide rate and a lower rate of suicide increase in states with more strict gun laws. He proposes that strict gun laws may have a preventive effect on suicidal behavior. American J Psychiatry 1/80

"The Nestle's boycott, Ghandi's boycott of British goods, and the Boston Tea Party recognize the importance of the boycott in social change....Martin Luther King, Jr. said, "We are not boycotting to put anyone out of business; we are boycotting to put justice in buseness."..... The Nestle Boycott, which began two years ago, has become the largest non-union boycott in history. The boycott was initiated by the Minnesota chapter on the Infant Formula Action Coalition on July 4, 1977, in response to the outcry of concerned health workers, nutritionists, development specialists, and church members in many countries--the widespread misuse of infant formula due to unethical promotional practices by infant formula companies." engage/social action magazine of the United Methodist Church, Sept. 1979.

Family viewing hour continues to be fought out in court. The Ninth Circuit US Court has thrown out the Nov. '76 ruling that held family-viewing self-regulatory concept unconstitutional. They ruled that the issue had been prematurely considered in court before the FCC completes its actions. This new ruling is being further appealed by the Writers Guild. Broadcasting 2/4/80

Home Box Office grew by 100% in 1979 to 4 million viewers. The number of affiliated cable systems grew from 731 to 1700. HBO acceptance within systems grew from 37% to 43% of basic subscribers. Broadcasting 2/4/80.

PBS and Science. "PBS, already acknowledged as the leader in arts, is emerging as the network of science. With the recent announcement of Odyssey, the first American series on anthropology, PBS can crow proudly about its long-running ground-breaking science series, Nova, its upcoming Carl Sagan-hosted series Cosmos, and its BBC series Connections, its Milton Friedman series on economics .... Arthur Unger, Christian Science Monitor Aug. 23, 1979.

Domestic Violence Wives beaten by their husbands make up close to 70% of all assualt vistims seen in a major Boston hospital. Sixty percent of all night calls on the Atlanta police radio are for domestic disturbances. Illinois Coalition Against Domestic Violence 2/80.

Recently released books on TV violence include "Television and Human Behavior" by Dr. George Comstock, $16.95, 1978, Columbia Univ. Press. Also "Sex, Violence, and the Media" by H.J.Eysenck, $10.95, 1978, St. Martin's Press, New York. "The Early Window" by Dr. Robert Liebert, although published in 1973, continues to be one of the best, Pergamon Press, Maxwell House, Fairview Park, Elmsford, New York 10523, $5.75(paper).

1980 Saturday Morning Violence survey was just completed and is about to be released by the Washington Assoc. for TV and Children. It found CBS having by far the highest levels of violence and NBC clearly the lowest of the network programs. The "Bugs Bunny and Roadrunner" programs were clearly the worst averaging 19 acts of violence per hour. These programs include cartoons in addition to those in the program name. "Popeye", a Warner's Communications production, was next averaging 14 violent acts per hour. "Superfriends and Mighty Mouse and Plasty Man" all also had high levels of violence. "Tom & Jerry" are violent weekday cartoons.

Research in general shows that violent cartoons to cause real-life violent behavior, at least in children if not also in adults. Certainly, the more life-like the cartoon is, the more powerful the effect. However, cartoon characters, although animals, are portraited very similar to being human, not animal. One would expect much less modelling to occur to say wildlife adventure shows where real animals are portraited. It would be hoped however that these shows would not focus more on animal violence than it really represents in an animals life.

This study was done under the direction on Townes Osborn by George Washington University and funded by Dr. Thomas Radecki. 2/24/80.

Dr. Alberta Siegel: "The contrast is striking between the American public's pre-occupation with governing the schooling of the nation's children and their indif-ference to governing what these same children learn from commercial television." Stanford University, Prof. of Psychology, Dept. of Psychiatry, Jan. 1973

Cartoon Research An example of research which has shown that aggressive cartoons do increase violence is a study by Dr. Siegel. She compared the effect of a Woody Woodpecker cartoon(aggressive) to a Little Red Hen one(non-aggressive). The result found the children significantly more aggressive(violent behavior) after the Woody Woodpecker film. Child Development, 1956, Vol 27, pg. 365-378.

Foreign Countries import large portions of their television from the U.S. 33% of the non-news shows in Isreal, 30% in England, 45% in New Zealand come from the U.S. These usually contain the largest share of violence on foreign TV. However, most foreign countries try to keep down TV violence far more than the U.S. England has half as much violence on TV as the U.S., Isreal only one-sixth as much, and Sweden has essentially no violence on its television screen. Liebert, The Early Window.

Alcohol and Drug Abuse. A study of the rates of the use of alcohol, tobacco, and drugs on TV in 1977 and 1978 found that alcohol made up two thirds of the incidents occurring 2.7 times per hour. Tobacco was used 0.5 times per hour and illegal drugs 0.8 times. Drinking was more likely to be portraited as by whites and the upper classes. Drinking was most common on situation comedies and crime shows with substance abuse occurring 7.1 times per hour.

A study of soap operas found that the most common drink was straight liquor and took place in home drinking scenes rather than merely as background or by reference. The average viewer will see drinking on TV 3,000 times per year. Although the actual effect of this is not known,"to the extent that social behavior on television, such as acts of drinking, are performed by liked characters...social learning is more likely to occur...". Coupling that question to the advertising of alcohol on television would also be in order"

Bradley S. Greenburg, Dept of Communications, Michigan State U., Aug. 1979

Canadian Royal Commission on Violence "was to determine if there is any connection or a cause-effect relationship between the increasing exhibition of violence in media and the incidnece of violent crime in society. The short answer is yes." "If the amount of depicted violence that exists in the North American intellectual environment could be expressed in terms of a potentially dangerous food...there is lettle doubt that society long since would have demanded a stop to it."
Ontario Royal Commission on Violence, Toronto, Queen's Printer for Ontario, 1977

Prosocial Behavior is shown to be clearly increased by prosocial television in an excellent review of the area. These include increases in generosity, helping, cooperation and friendly behavior, increased self-control such as ability to delay gratification and resist temptation, and the ability of film material to diminish fear. It is suggested that the strongest effects come from the internalization of norms of appropriate behavior or by a direct emotional response to the material.

A study of children found measurable changes in generous or selfish behavior caused by seeing generous or selfish film material still present 2 months later. This review of 35 studies "supplements that even larger body of research suggesting a relationship between Television and antisocial behavior."

"...Perhaps control must be exested over the content of TV before it comes on the air! The content of programs today are not, of course, uncontrolled. In the main they are controlled by commercial considerations. For example, television violence is shown for two main reasons: it spices up very dull scripts, and it is inexpensive to produce. However, the question of whether the larger purposes of society ought to be considered can at least be asked..."

J. Rushton, Univ. Western Ontario, Advances in Experimental Social Psychology L. Berkowitz (Ed), Vol. 12, New York: Academic Press, 1979

A career private detective, Ron Rees, admits his favorit TV show is The Rockford Files, but is quick to add that real-life investigating doesn't work that way... "Most people that I meet don't understand the first thing about what I do."
Decatur(Ill) Herald (AP) 2/20/80

General Cinema of Boston, which had booked the violent homosexual film "Cruising into 33 of its screens on a sight-unseen basis, is standing by its previously revealed decision to withdraw it from all theatres. "We stand by our original opinion that it was mis-rated, deserves an X, and therefore won't play." United Artists, the distributor, is taking General Cinema to court to try to force them to show it. Variety 2/13/80 (This is undoubtedly due to the picketing done where the film has appeared)

Detroit Porno Plan continues to be upheld in court as the California Appeals Court held that the Long Beach law banning adult theatres within 500 feet of residential areas or 1000 feet of schools was similar to the Detroit law upheld by the U.S. Supreme Court. Variety 2/13/80

Problem-Solving on Saturday AM compared to fifteen prime time shows favored by children(only 4 of 15 violent or "action" shows). This study differentiated aggressive problem-solving(intent is to cause harm) from assertive(uphold one's own rights or secure a personal goal without denying unfairly another). It found that Saturday morning (1976-77) relied most heavily on aggression , passiveness, or withdrawl compared to prime time. This was true whether it was a cartoon or non-cartoon Saturday AM show. Cartoons were clearly the worst with the least helping behavior by far even when compared to the prime-time "action" shows. Cartoons also had the strongest reliance on aggression and withdrawl as the percentage of total problem-solving attempts even when compared to the action shows(Baretta, Starsky & Hutch, Bionic Woman, Six Million Dollar Man).
Joseph Dominick, School of Journalism, U. Georgia, Journalism Quarterly, Autumn, 79

Mr. Rogers' Neighborhood has been found to have some positive effects in a ninth study, this one with a racially-mixed, urban Head Start group of 141 children. There was a doubling of imaginative play and a 35% decrease in aggression although the sample size was too small for the later to reach statistical significance. Previous research has often shown increases in positive interpersonal behaviors as well as some increase in task persistance and rule following. Altering the play materials and teacher training was also found to have clear effects. Lynette Friedrich-Cofer, Developmental Psychology, 1979, pg. 637-646.

"To date, the most successful means of decreasing television violence has been consumer boycotts against the products advertised on violent shows."
Dr. Jeffrey C. Weiss, M.D., Jefferson Medical School, Delaware Medical Journal,4/79

Prominent Parents and TV "Amy Carter is permitted to watch TV only after her homework is finished....Lissy Newman, 14 year old daughter of Paul Newman and Joanne Woodward, is permitted to watch only one half-hour per week, except for weekends, and has to be doing something else at the same time....Tom Brokaw's children (The Today Show) are able to choose three favorite programs per week....Angela Horne, 14 year old of Marilyn Horne of the Metropolitan Opera, is allowed to watch if her grades stay up. Still if punishment is need, TV is the first to go. Lynda Johnson Robb, Chair of the President's Advisory Committee for Women permits her daughter only one hour's viewing per week....One way or another, it would appear most of the children of prominent parents are subjected to above-average restrictions on TV viewing" New York Times, 3/30/80.

Prosocial TV for Disturbed Children A randomized, controlled study of 109 boys aged 7-15 was done with videotapes of the "Inside/Out" series which shows children working through common problem situations such as coping with peer pressure, learning how to express feelings, and understanding parents' treatment of children. A two month follow-up after seeing twice a week tapes for five weeks found increases in overall positive behaviors, decreased social isolation, and greater popularity favoring the experimental group. Teachers noted an increase in their ability to exercise self-control when compared to the control group. Reliable decreases in overall personality problems as well as the rest was measured in the residential cottages thus evidencing a generalization of effects. Maurice Elias, Psychology, Rutgers, Exceptional Children, Nov 1979.

Serious TV Censorship Continues in America

CBS News came under pressure from the White House not to air its March 3 segment on U.S. involvement with the former shah of Iran and his secret police. CBS News President William Leonard confirmed that he had received calls from the administration officials. On the general subject of White House interference with broadcasting news, William S. Paley of CBS reported on the Donahue show that there had been many conversations between presidents and CBS. Broadcasting, 3/10/80

Broadcast Financial Disclosure

The House Communications Subcommittee took up REP. Ronald Mottl's (D-Ohio) bill to require broadcasters to make financial data about their stations available to their public. As expected, broadcasters vigorously opposed the legislation. Peggy Charren, President of ACT, endorsed the bill. "Without data it is impossible to understand the trade-off being made between meeting specific audience need and delivering an audience with maximum purchase power." Wilhelmina Reuben-Cooke, staff attorney for Citizens Communication Center, stated that financial data would result in a meaningful dialogue between broadcasters and community. She said licensees would be less likely to ignore community needs if the information were available. The Bill No. is H.R. 5430 Broadcasting 3/10/80.

Cable Television

19.8 percent of all tv households had cable as of February, 1980. Eight percent had paid cable, one percent subscription TV, and one percent video cassette recorders. In paid cable households there is some fall off in network viewing but networks still get 75 to 80 percent shares. R rated movies outperform PG movies. Broadcasting 3/10/80

Donahue Panel: TV and Sex

George Gerbner of the Univ. of Penn., on a NATPE panel said that his research indicates the presentation of a broad range of sexual subjects--from homosexuality to extramarital relations--has increased on television. But the medium is neither leading nor following the changing mores of the nation; it is, he said, finding a middle gound of acceptability that is well behind that of the younger, well educated and affluent viewers but well ahead of the older, poorer and less educated portions of the society.

But Gerbner did take issue with the "male-dominated" way in which sexes portrayed on television. Television he said repeatedly is a sexist institution that shows personal relationships that tend to elevate men and put down women. "Our research shows that the more television most people watch, the more sexist their views are." Broadcasting 2/25/80

Pro-Social Television for Emotionally Disturbed Children

A randomnized controlled study of 509 emotionally handicapped boys in a residential treatment facility found that the observation of ten video-tapes coupled with teacher led discussions reviewing them in the problem

NATIONAL COALITION ON TELEVISION VIOLENCE

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May 25, 1980

Dear Members and Friends,

NCTV has continued to develop into a full and active organization. We have been incorporated and have filed our application as a tax-exempt, educational organization with the IRS. Mr. Chris Fager, our public interest attorney, has already reviewed the essentials with the IRS and foresees no problems.

We are busily setting up to begin our continuous monitoring project. The three Sony Betamaxes have been ordered and we are currently hiring staff to do the actual monitoring. The response has been good and we expect a high quality, dedicated team to result. The essence of the monitoring continues to be the prime-time and Saturday morning programing of one network every week with a rotation on a random schedule. Dr. Nancy Signorilli of the University of Pennsylvania, Annenburg School of Communication will be in Decatur to direct the training on June 17th.

Our budget has been projected for the next two years. We are aiming at a $48,000 budget the first year and $100,000 the second. The cost of the monitoring project will be about $30,000 the first year and a like amount the second. We project beginning a direct mail campaign not before Thanksgiving of this year. This will generate and use up the bulk of the rest of the budget.

Our current funding is based on a "loan" of $22,000 for each of the next two calendar years and membership and contributions. The loan can only be turned into a donation if we are successful at building a broad-based membership. This is because of the IRS requirements for a C-3 organization. Therefore, not only is the practical success of our organization based on membership, but also the financial continuity does also.

Even though our organization is just getting started, we are already receiving a few members every week. Dr. John Paul Brady, M.D. of the University of Pennsylvania, Dept of Psychiatry has joined us, as well as, Dr. Maurice Elias, a television violence researcher from Rutgers, and Dr. Richard Gelles, a leading researcher in family violence from Brown University. We have also had an ex-Emcee of a New York City children's program who resigned because his show had been surrounded by violent programs.

We are getting our reporting service of current research more in gear so that we can keep people more carefully posted on the scientific data which proves over and over again the importance of our goal. We hope that we can play a role in fostering research of those aspects of television violence, etc. which have not yet been adequately assessed. Examples of this might be the development of a monitoring tool that can be easily used on verbal anti-social acts, or more detailed research into soap operas and their positive, neutral, and possibly harmful effects.

Media reform groups and children's TV public interest groups continue to fare very badly in Washington as special interest power consolidates more and more with the dramatic growth of PAC's. The FTC will be markedly less able to represent the public with the special interests axing every reform when it now goes to Congress to be vetoed. The prospects for the common interests of our nation look bleak. All the more the importance of our NCTV effort. We can be assured that Congress will refuse to do anything to control TV violence no matter how extensively it is shown to contribute to the high levels of violence in our country.

We are starting to be known nationally due to the work of our board members. Good press coverage including a fine article in NCCB's Access has resulted in a number of queries sent our way. An industry-media reform liaison has contacted us so as to alert advertisers on how to avoid difficulties. We have received a legal thesis on the aspects of court cases to make networks responsible for the violence they cause (interesting and well-done but unlikely to be successful in view of the thousands of acts of serious violence actually caused). We have received a request to help in locating a book publisher for a book on the subject of family television and its problems.

We will soon be participating in a small research project training hyperaggressive adolescence to analyze and change there viewing habits. This is still an untouched frontier in mental health research. Although perhaps a hundred scientific studies have shown the dangers of violent television and other aspects, to our knowledge there is yet to be the first clinical study using this knowledge as part of the treatment of the many clients who have severe problems with aggression. Apparently, although these adolescents and adults will view twenty or more hours every week long after they have left treatment learning habits from TV, this has been a forgotten aspect of generalizing the treatment gains to their home environments.

We are very much in need of new members. If you have not joined, please send in your $20. If you have already joined, please find another to join us. The odds of success in our venture appear high if we can only follow through. Gerbner's recently released study, later in this newsletter, show only slightly less violence on television in 1979 vs. 1978 which means essentially no change. We must address this major social problem directly. Opinion polls find violence our #1 social problem. Gun sales and murder and suicide are at all time high levels. Gun sales have been shown to be stimulated by people watching TV violence and misperceiving the world as much more dangerous than it really is. The result is that their own personal world becomes much more dangerous. Murder and suicide have been shown to be very probably increased by TV violence. Home violence is definitely increased.

Please send in your $20 and become a member if you have not already joined. Your participation is essential to the success of this effort.

TRadecki 28

Thomas Radecki, M.D.
Chairman, NCTV

Gerbner 1979 Study Just Relased and shows only a slight decrease in over-all violence. The report is the 11th annual done under grants by the AMA and National Institute of Mental Health at University of Pennsylvania's Annenberg School of Communications.

The biggest increase in violence was in the 8-9 PM time slot with decreases in the levels of violence in the Saturday children's programing slot. However, this slot had increased by 30% in 1978 and was eqaual to its all-time most violent. The prevalence of violence in children's programing was still significantly higher than in prime time.

Other findings reported were, "For example, we have found that those who live in relatively high crime areas are even more susceptible to television's message of a mean and a dangerous world than are other viewers in the same demographic categories. And, the elderly, although generally less susceptible to th effects of television may be more influenced by images concerning their own personal safety and vulverability. The more television they watch the more they feel, contrarty to fact, that older people are most likely to be victims of crime." It was also found that TV heightens apprehension in adolescents. Broadcasting, May 12, 1980

Book Review

Behind Closed Doors: Violence in the American Family by Murray Straus, Richard Gelles, and Suzanne Steinmetz. Anchor Books, 1980.

An excellent book by probably the most prolific group has just been published on the subject of family violence. The history of family abuse research is reviewed starting with the "battered child syndrome" in 1962. It was noted in Newsweek in 1968 that more children die due to parentally-inflicted injury than from TB, whooping cough, polio, measles, diabetes, rheumatic fever, and appendicitis all added together.

Wife abuse became noticed with the publication of Erin Pizzey's book in England, "Scream Quietly o the Neighbors Will Hear" in 1974. Husband and parent abuse are only beginning to be recognized. Sibling violence is still much worse with 16% actually beating up a brother or sister at least once a year. Straus and Gelles release the data from the survey of 2,150 families. The results show that home violence is very common. Indeed the chance of assualt within the home is three times higher than outside the home.

Home violence is shown to be so prevalent that the most likely place that a man will be murdered is in his own kitchen by his own wife. When the Straus and Gelles book is read and we recall that Gorney's television research found a 37% decrease in home violence due to husbands stopping watching violent programming, the movement to decrease TV violence takes on great importance.

Straus and Gelles report that the learning of violence at home seems to be a major factor. Strong correlations exist between parent-child violence and later marital violence by the child. The message is clear: "violence begets violence".

The authors take a strong stand against television violence. "We recommend that the extent and glorification of violence in television and other media be reduced....Violence is presented in a m nner that tea viewers that it is necessary, legitimate and effective. Research shows that television contributes to attitudes which favor the use of violence to control and punish people."

This is a well-written and important book which is certainly worth reading by anyone working to decrease violence in the world.

Ventilation and Catharsis are both shown to be faulty concepts which are unfortunately prevalent in mental health fields. Higher levels of conflict were found to be related to higher levels of violence even when high amounts of reason in problem-solving were used. There was found to be a close association between the levels of verbal and physical aggression in marriages. The solid conclusion was that "ventilating aggression in minor ways makes one more likely to go on to further aggression." Straus and Gelles in Behind Closed Doors Anchor Press, 1980.

Book Review

Sex, Violence and the Media by H. J. Eysench and D. K. Nias St. Martin's Press, 1978, London.

These prominent English research psychologists have reviewed two important areas and attracted much attention. This book has been widely reviewed in the mental health disciplines.

The authors note the marked increase in violence in the U.S. and England in the past three decades. They clearly make a strong case for television and other media violence playing a significant role in causing the increase. They quote Nicholas Johnson,"If you molest one child during the week on the school playground, you are driven off to prison in a police car. But if you do it on Saturday morning, in the living room, to millions of young children, you are just driven home, by a chauffeur."

Of 47 studies specifically analyzied, 40 found TV violence to significantly increase aggression, four found no difference, and three reported a decrease. The three reporting decreases were more carefully evaluated and found to have probably the poorest methodology of all. When these studies were later repeated, the results did, indeed, show increased violence. The authors conclude,"The evidence strongly indicates that TV violence has an effect on behavior."

Four studies using cartoon material all were found to increase aggression in children. (Woody Woodpecker was one of the violent cartoons). TV shows of the violent variety found to increase real life violence were Batman, the Untouchables, Hopalong Cassidy, and Peter Gunn. One study by Goldstein found an increase in hostility among football fans but not among gymnastics fans. It didn't matter if the team won or lost. The short-comings of the study are pointed out, however "it does suggest there may be something about football that makes it particularly effective in arousing aggression."

The review of the pornography and sex research is well done. It differentiates between erotica, the portrayl of erotic sex, and hard-core pornography with elements of violence and sex with children. The research is shown to be inadequate to draw the conclusions drawn by the President Johnson Pornography Commission in 1967. Erotica is shown to cause small but reliable, short-term increases inerotic behavior. Studies of pornography and sexual violence have not been done. It is pointed out that the famous Danish reports of no increase in sex crimes pre-dated the release of hard-core pornography in that country where only erotica had been common at the time of the report.

"The kind of censorship we have suggested for violence should also apply to the portrayal of perverted sexual behaviour. By perversions we do not mean to refer to unusual positions in intercourse, but to extreme forms of sadism, rape, incest, and other demonstrably harmful types of behavior."

Commercial TV Sweeping Europe

The cutback of funds for BBC is bringing about major difficulties for public TV in England. In Italy a large number of small, independent stations are trying to unite to compete against the govenment network, Private TV advocates pressure to be allowed to set up in Germany. There is even talk of beaming in programming by satellite to get around national regulation. (Private TV tries to promote the idea that it is cheaper but the public pays a high price at the store in alterred buying habits -- editor's comment)
Variety 4/16/80.

Sunday

	ABC	CBS	NBC
7:00		****	occasional violence
7:30	Those Amazing Animals (Alan Landsburg)	60 Minutes (CBS News)	Disney's Wonderful World (Walt Disney Productions)
8:00	violent	Archie Bunker's Place (Tandem)	some violence
8:30	Charlie's Angels (Spelling/ Goldberg)	One Day At A Time (TAT)	CHiPs (MGM)
9:00	often violent	Alice (Warner Bros.)	
9:30		The Jeffersons (TAT)	
10:00	Sunday Night Movie (various)		The Big Event (Various)
10:30		Trapper John, M.D. (20th Century-Fox)	
11:00			

The 1980 Fall Season does not look like any improvement in the area of the level of TV violence. Three new shows sound like they may join the violent group. CBS is adding "Enos" in which the deputy of the "Dukes of Hazzard" is spun-off to Los Angeles. "Freebie and the Bean" features two street-wise San Francisco police sergeants in plainclothes gathering evidence against the underworld. Hill Street Blues is reportedly hard to classify, has a "realistic bite", and reminded some of the old "East Side, West Side" cop show. CBS could simultaneously have the most quality shows(***) and the most violent ones.

(Schedules from Broadcasting 5/12/80)

Editor--It appears clear to me that the advertiser who wanted to avoid sponsoring violence, has plenty to chose from and can fairly easily avoid underwriting harmful programing.

Below violent ratings are estimates only.

Monday

	ABC	CBS	NBC
8:00		Flo (Warner Bros.)	***
8:30	That's Incredible (Alan Landsburg)	Ladies' Man (Leonard/Fox)	Little House on the Prairie (NBC/Friendly)
9:00	some violence	M*A*S*H (20th Century-Fox)	often violent
9:30		House Calls (Universal)	
10:00	NFL Monday Night Football	*** Lou Grant (MTM)	Monday Night at the Movies (various)
10:30			
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Happy Days (Paramount)	***	
8:30	Laverne & Shirley (Paramount)	The White Shadow (MTM)	Lobo (Universal)
9:00	Three's Company (NRW)	often violent	
9:30	violent Too Close For Comfort (D.L. Taffner)		Harper Valley PTA (Universal)
10:00	violent Hart to Hart (Spelling/ Goldberg)	Tuesday Night Movies (various)	
10:30			Flamingo Road (Lorimar)
11:00			

Wednesday

	ABC	CBS	NBC
8:00	***	violent	
8:30	Eight is Enough (Lorimar)	Enos (Waldron/ Warner Bros.)	Real People (George Schlatter)
9:00	Taxi (Paramount)	often violent	Diff'rent Strokes (Tandem)
9:30	Soap (Witt-Thomas-Harris)		Sanford (Tandem)
10:00	violent Vega$ (Aaron Spelling)	Wednesday Night Movies (various)	*** Quincy (Larson/ Universal)
10:30			
11:00			

Thursday

	ABC	CBS	NBC
8:00	Mork and Mindy (Paramount)	***	
8:30	Bosom Buddies (Paramount/ Miller-Milkis-Boyett)	The Waltons (Lorimar)	The Thursday Games (NBC Sports)
9:00	Barney Miller (Four D)	probably violent Magnum, P.I. (Belisarius/ Larson/ Universal)	often violent
9:30	It's a Living (Witt/Thomas)		
10:00	***	often violent	Thursday Night at the Movies (Various)
10:30	20/20 (ABC News)	Knots Landing (Lorimar)	
11:00			

Friday

	ABC	CBS	NBC
8:00	Benson (Witt-Thomas-Harris)	violent	Here's Boomer (Paramount)
8:30	But I'm a Big Girl Now (Witt-Thomas-Harris)	The Incredible Hulk (Universal)	Facts of Life (TAT)
9:00	often violent	violent	Speak Up America (George Schlatter)
9:30		The Dukes of Hazzard (Warner Bros.)	
10:00	Friday Night Movie (various)		***
10:30		Dallas (Lorimar)	Prime Time Friday (NBC News)
11:00			

Saturday

	ABC	CBS	NBC
8:00		WKRP in Cincinnati (MTM)	violent
8:30	Breaking Away (20th Century-Fox)	The Tim Conway Show (Joe Hamilton)	Buck Rogers (Universal)
9:00	Love Boat (Aaron Spelling)	probably violent Freebie and the Bean (Averback/ Folb)	??? B.J. and the Bear (Larson/ Universal)
10:00	Fantasy Island (Spelling/ Goldberg/ Columbia)	Secrets of Midland Heights (Roundelay/ Lorimar)	probably violent Hill Street Blues (MTM Enterprises)
10:30			
11:00			

PTA Monitoring for Oct. 28-Nov. 24, 1979 has been released. 10 best shows included all three networks newsmagazines. Also included were Salvage-1, Lou Grant, The Waltons, Quincy, White Shadow, Eight is Enough, and Little House on the Prairie.

The ten most violent were Best of Saturday Night Live, Vegas, Detective School, Charlie's Angels, The Incredible Hulk, Dukes of Hazzard, Buck Rogers, Hawaii Five-O and NBC Movies as well as the Rockford Files. The most offensive advertisers were GTE and Timex. Other poor advertisers rounding out the ten worst were American Motors, Banfi Products, Coca-cola, Dunkin Donuts, Richardson-Merrell, Schering-Plough, Seven-up and Toyota.

Violent movies were in order from the worst: "Last Ride of the Dalton Gang", Dog Day Afternoon", and "Smokey and the Bandit". The ten best shows included "Race for your life, Charlie Brown","Fat Albert","CBS Reports: Teddy," "All Quiet on the Western Front", "Kenny Rogers and the American Cowboy", "CBS Reports: the Baby Makers", "The Streets of L.A.", "A Connecticut Rabbit in King Authur's Court". Variety 3/19/80. (Editor's Comment: The PTA monitoring findings on violent programming closely parallel the finding of our studies at NCCB. Their work on the highest quality programming is also helpful for those trying to teach good viewing habits.)

Australia TV is seeing a conflict reported in Variety between the commercial networks and the government. The netsworks are fighting quotas for children's programming, ethnic television and want self-regulation instead. The government Australian Broadcasting Tribunal has placed the networks outside of the decision making committees on the children issue question. The Tribunal has already received praise for the good work it has done in requiring better programs for children. Apparently, the broadcasters in Australia don't run the Congress as they do in the U.S.

Mexican TV is sadly starting to move in the commercial direction. It now devote 43% of its programming to educational, cultural and social programming with the rest being high quality entertainment. It is clearly possible that the commercial orientation will start a trend towards violence that is not currently on Mexican TV but which is prevalent in all Commercial TV countries. This concern can also be voiced for China, Italy and some areas of Northern Europe were commercial TV is prying its way in. BBC has watched the Thatcher government cut its funding showing favoritism toward commercialism. (covered in Variety 3/19 and 4/16/80 and others)

FTC and Kidvid are covered in Variety 5/7/80. The Congress has now agreed to require the FTC to allow unfair advertising on televisin without controls. The Congress will also have veto power over any rules which the FTC passes. Even these wide usurptions of Executive power were only held to this level by threats of a veto from Carter The special interests groups, in this case the morticians, and television advertisers show clearly who runs Congress. Peggy Charen of Action for Children's Television said, "It's the best we could get from a Congress that seems determined to put restrictions on the FTC"

Ontario and British censors have required cuts in "The Tin Drum" covering a 12-year-old boy putting his face near a woman's genitals, hands up a young girl's legs and a number of other scenes. Ontario outright banned "Pretty Girl" and cut "Luna" taking strong stands against children pictured in sexual sequences. Variety 4/30/80. (Editor -- Its odd that the American public wonders why we have so much child molestation when we glorify it on our screens. We again have our politicians to thank for our lack of control.)

Do's and Don't of Family Viewing include the following: Do set limits for watching TV (one hour on week-nights and two hours on weekends is a suggested maximum), do discuss which programs to watch (read over with your children the TV listings every Sunday for the week and decide what to watch. Turn on the set for these and turn it off afterwards.) do watch TV together and discuss it (don't continue to watch a bad program but do the right thing, turn the channel or turn it off).

Don't allow the TV on during meals, don't permit children to have sets in the bedrooms, don't let a child do homework with the TV on. Do have only one TV set. This will force the family to reason out good selections and provide more control on what is being watched. Do provide alternative activites.

Leslie Bennetts, New York Times 4/20/80

Biochemical and Cardiac Responses to Violent Films and TV was demonstrated in a research acticle by Dr. Peter Taggart, a London cardiologist, and Dr. Malcolm Carruthers of the famous Maudsley Hospital in London. Increased adrenaline secretion was found coupled with an actual slowing of the heart at the same time. This "vagal over-activity" was found with increases in plasma free fatty acids, and decreases in triglycerides. As these changes occurred even with beta-blockade, it is suggested that they might be caused by non-sympathetically mediated changes in the levels of hormones, such as growth hormone, producing lipolysis

J Psychosomatic Research, Vol 23, p. 361, 1979.

An Opinion Survey of Pediatricians reported that they thought the effect of TV on children was failing to meet some important needs. 87% thought it failed to assist the young in learning how to make reasonable decisions, 84% thought that the presentation of drugs, alcohol, and cigarettes was not accurate, useful, or appropriate, 85% thought there was not an adequate presentation of information about accident prevention especially automobiles, 86% not enough accurate and useful information about health and disease and nutrition, 70% an inadequate presentation of healthy adult role models.

Only 1% felt that TV does a good job stimulating constructive activities, or enhancing the quality of children's play.

Public TV received praise for helping children. Heavy condemnation of TV violence was received "...viewing violent programs produced increased aggressive behavior in young people..." Dr. Henry B. Bruyn, M.D., Director of Child Health, County of San Francisco, and Clinical Professor, Univ. of California, J School Health, Oct. 1978.

The Not So Silent Minorities. A small minority of television decision-makers control what is on TV. They try to say that any evidence between TV and harmful effects is unproven. This is the same argument used by cigarette-makers and the lung cancer issue. "But there is a very high correlation. TV's reluctant reduction of violence--and only under extreme pressure-- does not create confidence in the industry's concern for the public good..."

"...All of the issues presented on "Soap" need to be presented on Prime-time. The public needs accurate information regarding homosexuals, transvestities, and destructive and constructive sexual relationships. But "Soap's" degrading, put-down humor exploits blacks, homosexuals, and the sexuality of all persons. The "Soap" laugh track proposes what the producers think the audience should find funny--the laugh track was used more than 125 times in the first episode. But one of the least funny moments was when a character confesses he killed his wife's husband so that he could marry her: Violence has simply moved into sexual comedy via sick humor...."

"(The viewers) can bring pressure on advertisers to withhold their advertising dollars from harmful programs....In a free and open marketplace, citizens have the right to purchase or not to purchase products or services. They can boycott companies they believe are not acting in the public interest....The crude methods of boycott and pressure must be used until better methods are developed. Nelson Price, director of United Methodist Communications and president of Media Action Research Center. American Film, Vol 3, Dec.-Jan. 1978.

International Trends in the Study of Television. A review of sixteen countries finds that where broadcasting is primarily supported by commercial interests, as in the United States, Canada, Australia, and Japan, not only are there more hours of television, but less of the programming is devoted to educational and cultural pursuits, and more of it is given over to televised violence. There appears to be a relationship between the presence of advertising and the relative predominance of violence on these nations' television screens.

Denmark, Norway, and Sweden have no advertising, and television is a controlled government monopoly. There is a strong emphasis on educational and informational programs in a consistently high standard of quality entertainment programs. In Austria, France, Italy, Switzerland, and West Germany there is monopolistic control of television by government-licensed private companies. Viewing time is about seventy hours per week, and morning broadcasts are devoted to educational and school programs. None of these broadcasting systems is very dependent on revenue from commercial sources. Programming is slightly "lighter," but in each country there is special attention given to minority audiences, and information and educational programs. Israel has a limited broadcast time of thirty hours per week, with no advertising, and is modelled on the BBC.

England has two publicly and one commercially owned channel, broadcasting about ninety hours per week. BBC carries educational, informational, and quality entertainment, while the second public network broadcasts "lighter" fare.

Australia, Canada, and the United States have a much heavier emphasis on commercial control, rather than public broadcasting. All three have considerably more broadcast hours per week, and much more advertising than any of the other countries. England's commercial channel advertises six minutes per hour, while Australia, Canada, and the U.S. average twelve minutes per hour. Japan is a mixture, with one channel similar to BBC and another similar to American commercial television. The commercial channel pays less attention to education, science, and the arts.

Television viewing is fairly heavy in all countries. In Scandinavia and the European countries, viewing tended to be 1-2 hours, while in the countries with commercial television it was 2-3 hours per day. Viewing tended to be skewed. For example, in Australia the majority of children averaged fifteen hours per week; however, twenty-five percent viewed thirty to eighty hours per week.

Essentially all public or governmental broadcasting had formal or informal control of violence. No commercial network had similar control, with the exception of an informal policy in Japan.

International studies show that television causes a marked decrease in radio listening. Cinema attendance is also down dramatically for most age groups. Reading is not as clearly affected, although a well-controlled Canadian study found that the introduction of television into a town previously without television was associated with a deterioration in reading and reading skills for younger children. Unstructured outdoor activities, such as walking or being out with friends, also declined due to television. Organized social activities appear only slightly affected. A common evaluation by viewers of television is the feeling that it is a waste of time and indeed, heavy viewers frequently express feelings of guilt about spending so much time watching television.

Eighty percent of the research on television and violence comes from the United States, with the rest from England, Canada, Australia, Japan, and Germany. The author concludes, "There is sufficient cumulative evidence to warrant the view that televised violence is one factor in the production and maintenance of violence in society." This conclusion is drawn from sixty-seven American and international studies, reviewed.

"Advertising not only may turn children into consumers, but it also supports the very programming--violent programming-- which is the cause of grave concern. Once again, it is reasonable to point out this concern with consumer socialization is closely tied to the social structure of particular countries, such as the United States, Canada, Australia, England, and Japan. Advertising and consumer socialization is not a major issue in the Scandinavian countries, except to the extent that they are concerned about the consumer-oriented values implicit in imported programming from England and the United States." John P. Murray and Susan Kippax, MacQuarie Univ., Sydney, Australia, Advances in Experimental Social Psychology, Academic Press. 1979.

TV and Violence: Methodological Issues for Future Research

"Current evidence relating the viewing of media violence to the performance of violent acts is stronger than perhaps evidence in any other area of psychology....Current trends in developmental psychology indicate that the direction of future research will focus on...a more ecological perspective which includes the child's home....(and) to examine long-term effects of media exposure to violence." Albert Hollenbeck(NIMH Bethesda) and Elizabeth Susman(Pennsylvania State University) Aggressive Behavior Vol 5#2 1979, P. 205-6 Abstract

Desensitisation and Media Violence

"Over 200 studies have been carried out on the effects of witnessing violence, and almost all have indicated an increase in aggression. Yet in spite of this evidence many film producers and even academics do not accept the conclusion. Some dismiss the studies as trivial, claiming that experiments are too artificial to tell us much about everyday behaviour, some reject the evidence as contradictory or inconclusive, while others offer instead their own personal viewpoint. If responsible people are not going to be impressed by over 200 studies, what is the alternative?

"...Throughout the world civilised man has erected psychological barriers to the direct expression of violent impulses. Without these barriers, which include the experience of negative emotions such as horror, fear, disgust, we would be freer to express the violent urges which we experience at various times in our life. On the assumption that internal barriers to the act of killing can be weakened by a process of desensitisation, the training of American troops includes the screening of battle films and massacres. In the same way, constant exposure to television violence may help to counteract the anxiety and guilt with which real-life violence is normally associated.

"The research evidence indicates that the vicarious experience of violence does result, and also that it may be contributing to an apathetic attitude towards violence in society." David Nias, Univ. of London, J Psychosomatic Research, Vol 23, P. 363-7, 1979

Violent Television Preference and Depression

A significant relationship was found between television violence and depression for females in two different studies. The effects of males were unclear.

The first study was with 427 college-aged young people found that violence ratings of program preferences and the depression scale of the MMPI were related for females. The data also suggested that self-esteem was lower for females who preferred violent television.

The second study was of a group of 585 children averaging about 10 years old. The preference for viewing television violence was found related to self-rating of depression and low self-esteem in the young girls but not young boys. Monroe Lefkowitz, New York State Department of Mental Hygiene, Albany, Aggressive Behavior, Vol 5#2, 1979, P. 186

Home TV Viewing and Aggression in Preschoolers

A study of 141 children, aged 3-4 years were observed on two different days in a nursery school and for two weeks of daily logs of home viewing behaviour. Children high in overt aggression, or who show bursts of anger, are those whose home-viewing of television was highest.

Language complexity is linked to somewhat lower frequencies of TV viewing. In general the data suggest that heavy viewing of TV by preschoolers and, in particular, the viewing of action adventure and other highly arousing or violent content may stimulate aggressive behavior in the school setting as well as at home. Jerome and Dorothy Singer, Yale, Abstracts-Aggressive Behavior Vol 5#2 P. 215